

FIG. 1

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ZIP CODE	MEDIAN HOME PRICE
18901	\$175,000
18910	\$64,000
18911	\$80,000
18912	\$110,000
⋮	⋮
18920	\$225,000

FIG. 2A

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STARTER HOME PRICES

ZIP CODE	TOWN	AVERAGE SALE
02108	BOSTON	\$204,889
02158	NEWTON, MA	325,378
10011	NEW YORK	422,500
10128	NEW YORK	387,800
19044	HORSHAM, PA	151,411
19106	PHILADELPHIA	184,562
20007	WASHINGTON, D.C.	337,402
22301	ALEXANDRIA, VA	263,323
27613	RALEIGH, NC	190,863
30033	DECATUR, GA	169,271
30342	ATLANTA	318,602
33186	MIAMI	121,568
33647	TAMPA, FL	186,794
37221	BELLEVUE, TN	155,399
48335	FARMINGTON, MI	208,558
60611	CHICAGO	234,124
60614	CHICAGO	327,601
80015	AURORA, CO	176,517
85044	PHOENIX	205,099
90278	REDONDO BEACH, CA	329,251
91306	WINNETKA, CA	164,000
92117	SAN DIEGO	201,620
94066	SAN BRUNO, CA	255,110
94131	SAN FRANCISCO	418,731
98033	KIRKLAND, WA	260,334

FIG. 2B

SUBSCRIBER	ADDRESS	TAX PARCEL #	ASSESSED VALUE
JOHN & MARY JONES	12 EUCLID	96-2-112	\$115,000
JANE DOE	1550 12TH	96-3-115	\$350,000
:			
TOM & SHEENA SMITH	1512 20TH	96-3-130	\$64,000

FIG. 3

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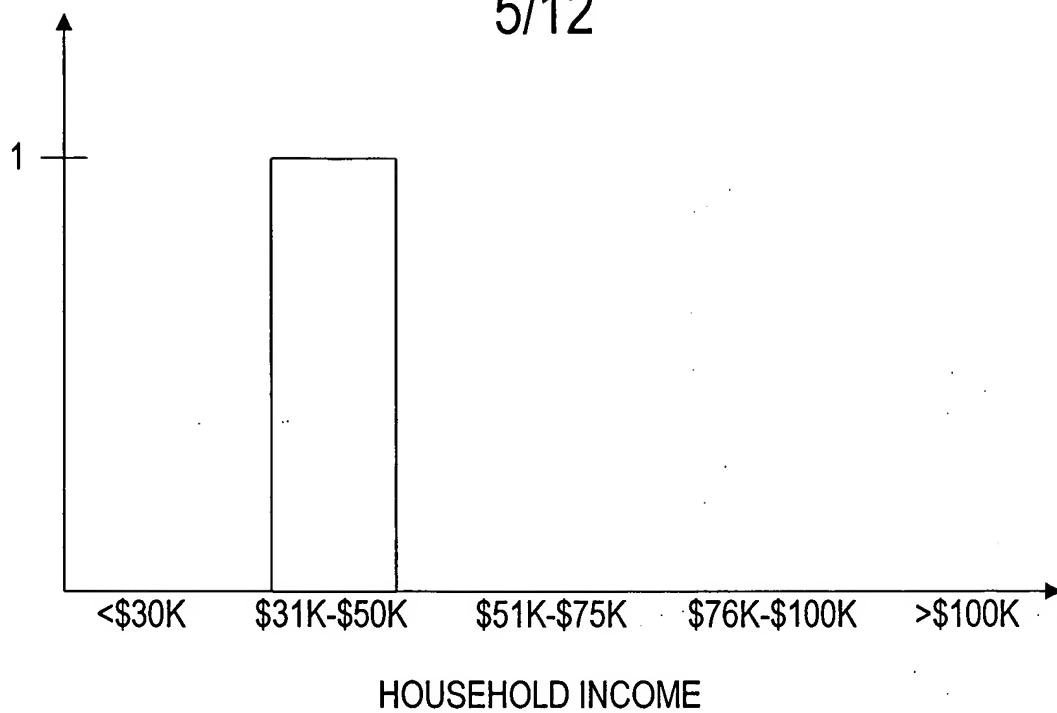


FIG. 4A

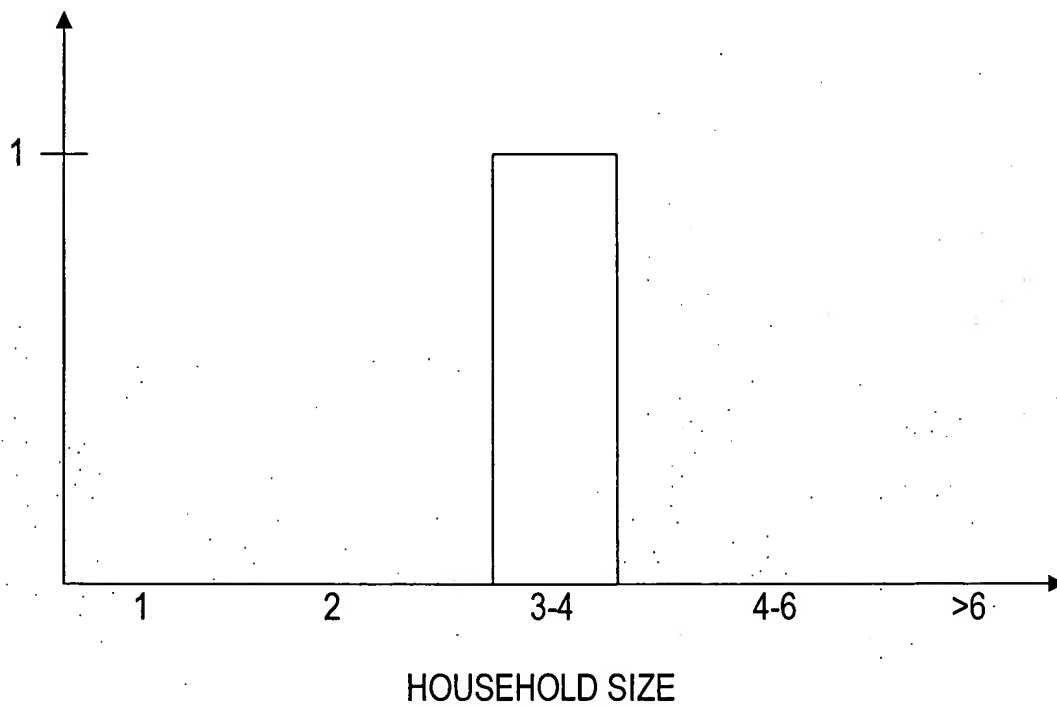


FIG. 4B

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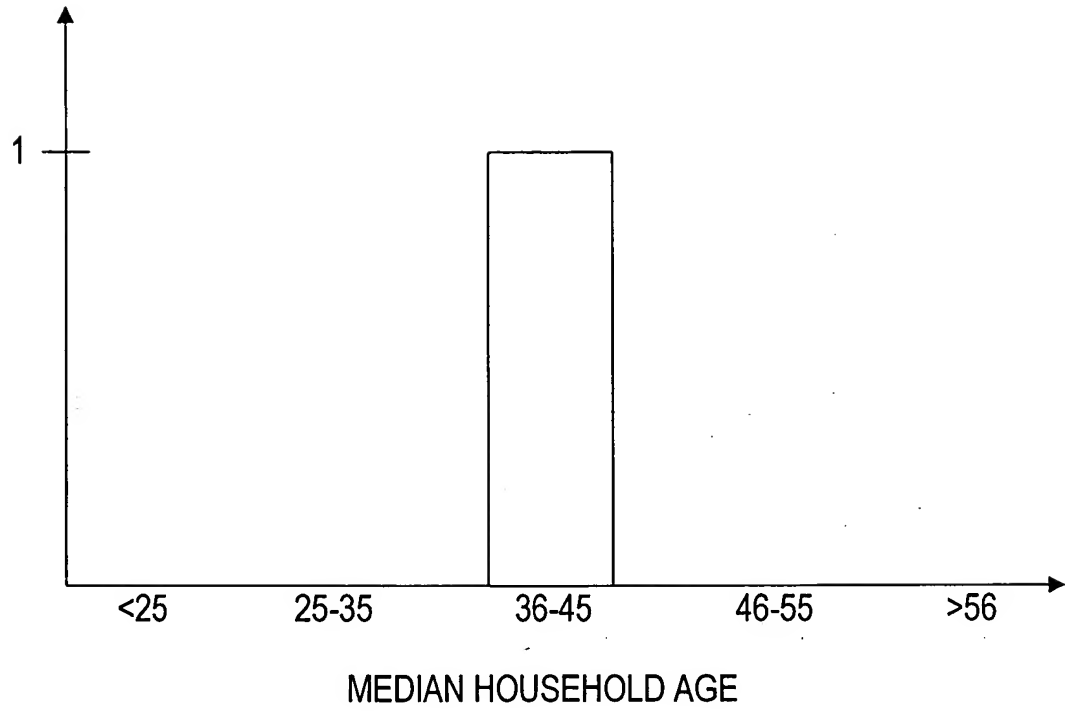


FIG. 4C

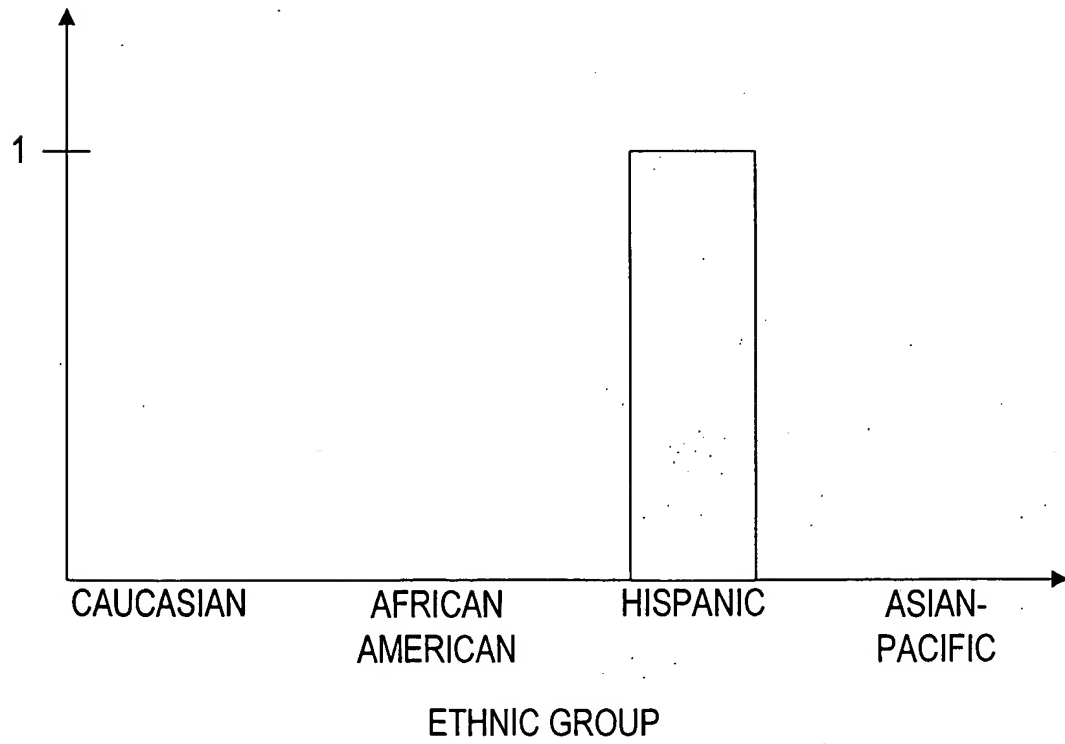


FIG. 4D

AD CHARACTERIZATION VECTOR
(E.G. HOUSEHOLD INCOME)

0

0

1

0

0

SUBSCRIBER/NODE CHARACTERIZATION VECTOR
(E.G. HOUSEHOLD INCOME)

0.2

0.2

0.4

0.1

0.1

DEMOGRAPHIC CORRELATION

0.4

$$\begin{bmatrix} 0 \\ 0 \\ 1 \\ 0 \\ 0 \end{bmatrix} \cdot \begin{bmatrix} 0.2 \\ 0.2 \\ 0.4 \\ 0.1 \\ 0.1 \end{bmatrix} = 0.4$$

FIG. 5

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ADVERTISEMENT: VOLKSWAGEN, DRIVERS WANTED

DURATION: 30s

MINIMUM BW: 4Mb/s

AVAIL	DATE/TIME	PROGRAM	CORRELATION
#23	3MARCH00 : 15:28	DAYS OF OUR LIVES	0.2
#72	3MARCH00 : 20:15	BUFFY THE VAMPIRE SLAYER	0.7
#51	3MARCH00 : 21:00	60 MINUTES	0.6

FIG. 6

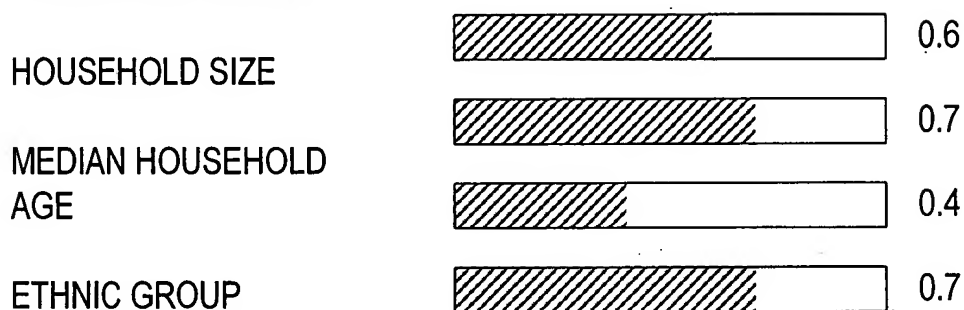
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ADVERTISEMENT: VOLKSWAGEN, DRIVERS WANTED

DURATION: 30s

MINIMUM BW: 4Mb/s

CORRELATION W/ NODE/SUBSCRIBER
HOUSEHOLD INCOME



AVERAGE DEMOGRAPHIC
CORRELATION

CORRELATION W/ AVAIL
VIEWER'S INCOME

VIEWER'S HOUSEHOLD SIZE

VIEWER'S AGE

VIEWER'S ETHNIC GROUP

AVERAGE AVAIL
CORRELATION

EXPECTED VIEWERSHIP: 2E6

ACTUAL VIEWERSHIP: 1.8E6

FIG. 7

AVAIL#	DATE/TIME	PROGRAM	AD#	AD TITLE	CORRELATION	VIEWERSHIP	IMPACT	PRICE
#23	3MARCH00:15:28	DAYS OF OUR LIVES	AD757	IVORY SOAP	0.6	3.2E6	1.92E6	\$72,000
#75	3MARCH00:18:10	6:00 NEWS	AD3021	FORD	0.7	1.8E6	1.26E6	\$42,000
#51	3MARCH00:21:00	60 MINUTES	AD312	VOLKSWAGEN: DRIVERS WANTED	0.8	2.5E6	2E6	\$100,000

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FIG. 8

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ADVERTISER/
AD SOURCE

AMS
100

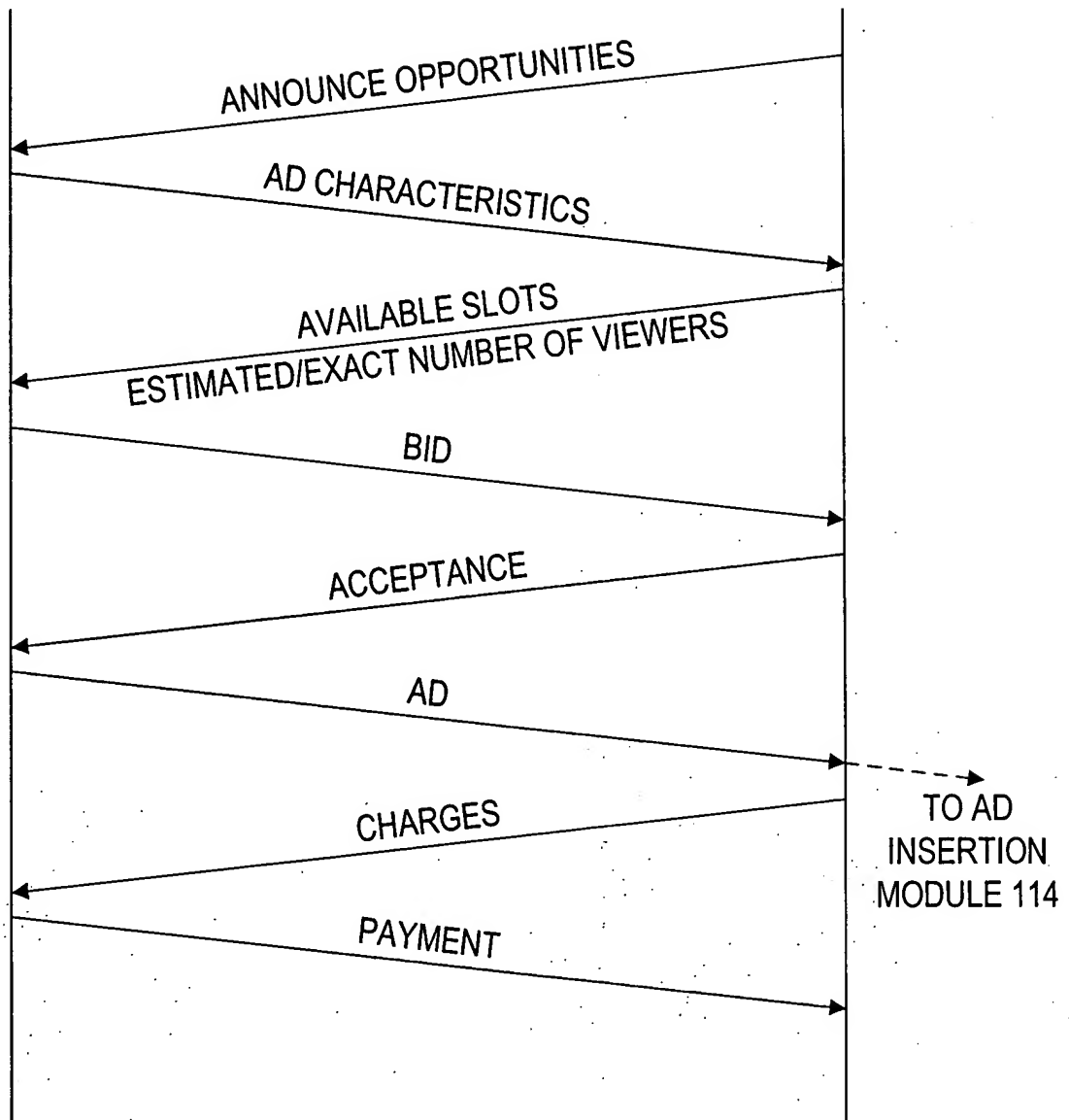


FIG. 9

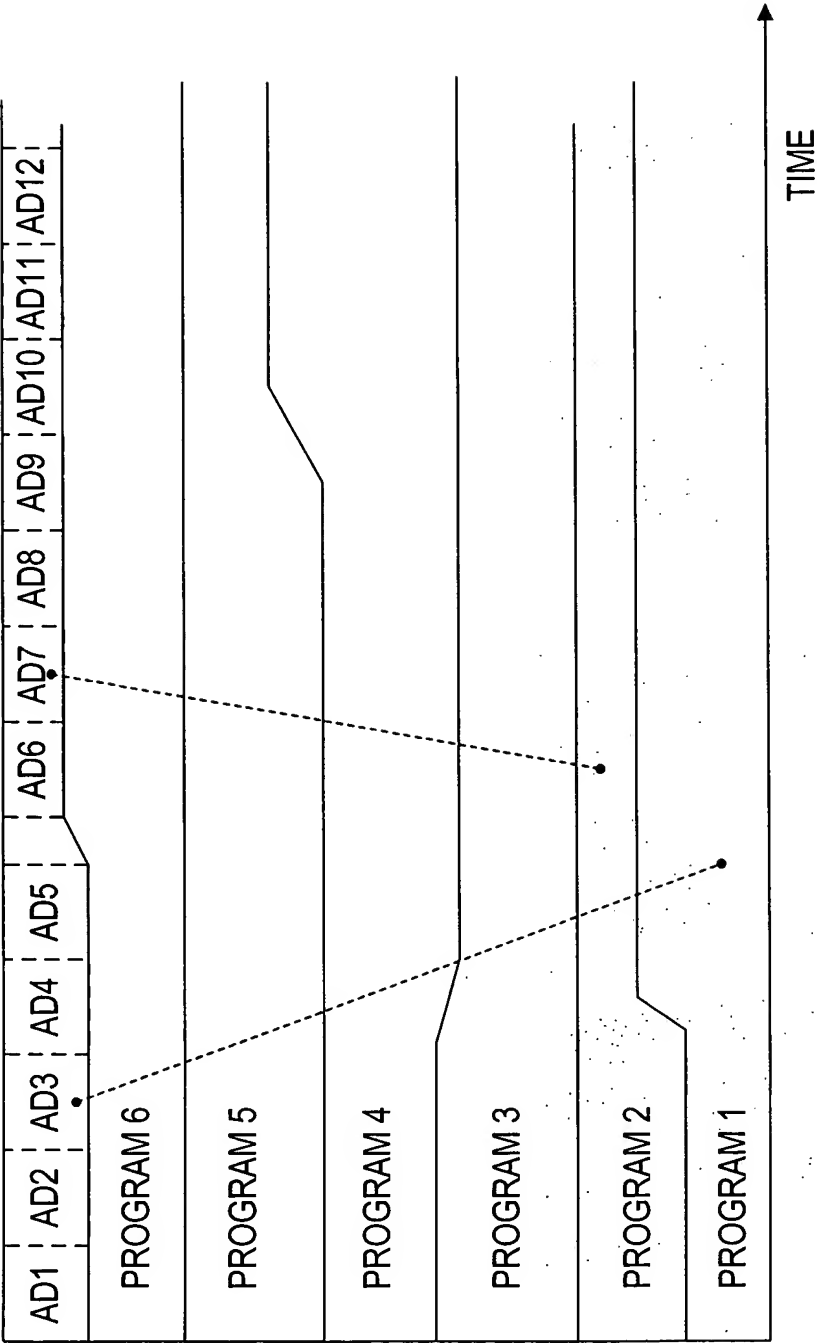


FIG. 10